

GNG4120: Technology entrepreneurship
Final exam
December 13th, 2013
Instructor: Hanan Anis

1. Discuss the innovator's DNA model for generating innovative ideas [Total=12 marks]
2. Define the 9 elements of a business model canvas (9). Explain the business model for each of the following companies (18) [Total: 27 marks]
 - a. Walmart
 - b. LinkedIn
 - c. Netflix
3. Describe the lead user method (6). How would you identify a lead user (6) [Total: 12 marks]
4. What is the fishbone diagram (6)? Plot the fishbone diagram for your project and highlight the crucial factors of the diagram (12) [Total: 18 marks].
5. We have discussed many of the founders' dilemmas. Based on the case study (Founder-CEO succession at Wiley technology), the guest speaker and class discussion. What are the most important issues facing a founder as he/she start a company and what are some of the growing pains? [total: 12 marks]
6. Nantuct Nectars is company were the founders were contemplating the exit strategy. Discuss whether they should sell, go public or remain independent? Explain the reason of your choice. Discuss how they can figure out the value of the company [Total:12 marks]
7. Define a) sustaining innovation b) low end disruption c) new market disruption (6). Give an example of mixed disruption (combines low end and new market) and explain why (6) [Total: 12].